

Notice of Privacy Practices

This notice describes how medical information about you may be used and disclosed, and how you can get access to this information. Please review it carefully.

Effective Date May 12, 2026 **Last Updated** May 12, 2026 **Applies To** NJ & PA patients (in-person & telehealth)

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Contact our Privacy Officer at
info@thevillageSJ.com

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Our Commitment to Your Privacy

The Village-South Jersey Breastfeeding and Wellness, LLC ("The Village," "we," "us," or "our") is committed to protecting the privacy of your health information. We are required by law — including the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and its implementing regulations — to maintain the privacy of your Protected Health Information (PHI) and to provide you with this Notice of our legal duties and privacy practices.

We are also committed to complying with applicable New Jersey and Pennsylvania state privacy laws, which may provide additional protections beyond federal HIPAA requirements.

We are required to follow the practices described in this Notice. We reserve the right to change our privacy practices and the terms of this Notice at any time, provided such changes are permitted by applicable law. When we make a material change to this Notice, we will post the updated version on our website.

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Information We Collect

In the course of providing breastfeeding support and maternal wellness services — both in person and via telehealth — we may collect and maintain the following types of protected health information:

- Your name, date of birth, address, phone number, and email address
- Health history, current health conditions, and medications
- Information about your pregnancy, birth, postpartum recovery, and infant feeding
- Clinical notes, assessments, and care plans from your sessions
- Appointment records and communication history
- Payment and insurance information
- Signed consents and intake forms submitted through IntakeQ, our secure patient portal
- Information shared during telehealth sessions

All electronic health information is maintained in IntakeQ, a HIPAA-compliant Electronic Medical Records platform. We have a Business Associate Agreement (BAA) in place with IntakeQ to ensure your data is protected.

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How We Use Your Information

We use your protected health information primarily for three purposes:

Treatment

We use your PHI to provide, coordinate, and manage your care. This includes sharing relevant information among our clinical staff involved in your care, documenting your sessions, and following up on your progress.

Payment

We may use or disclose your PHI to obtain payment for services rendered. This includes submitting claims to your insurance company, verifying your coverage, or processing payments.

Healthcare Operations

We may use or disclose your PHI for our internal business operations, including quality improvement activities, staff training, scheduling, and practice administration — all for the purpose of providing you with better care.

We do not sell your health information. We do not use your PHI for marketing purposes without your explicit written authorization, and we will never sell your information to third parties.

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When We May Disclose Your Information

Beyond treatment, payment, and operations, federal and state law permits us to disclose your PHI in certain circumstances without your authorization:

Required by law

- To comply with federal, state, or local laws that require disclosure
- To report suspected child abuse or neglect as required under New Jersey law (N.J.S.A. 9:6-8.10) and Pennsylvania law (23 Pa. C.S. § 6311)
- To report certain communicable diseases to public health authorities
- In response to a court order, subpoena, or other lawful legal process

Public health and safety

- To prevent or lessen a serious and imminent threat to the health or safety of a person or the public
- To public health authorities for disease surveillance, reporting, and control

Business associates

We share limited PHI with our Business Associates — vendors who help us operate our practice — under written agreements that require them to protect your information to the same standards we do. Our current Business Associates include IntakeQ (our EMR platform) and Google (Google Workspace, used for practice communications).

All other uses and disclosures — including sharing your information with family members, employers, schools, or for marketing purposes — require your written authorization. You may revoke that authorization at any time in writing.

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Your Rights Regarding Your Health Information

You have the following rights with respect to your protected health information. To exercise any of these rights, please contact us using the information at the bottom of this page.

Right to Access

You have the right to inspect and receive a copy of your health records. We will provide access within 30 days of your request.

Right to Amend

You may request that we correct or amend information in your record that you believe is inaccurate or incomplete.

Right to an Accounting

You may request a list of certain disclosures we have made of your PHI during the past six years.

Right to Restrict

You may ask us to limit how we use or disclose your PHI. We are not required to agree, but will consider all requests.

Right to Confidential Communications

You may request that we contact you in a specific way or at a specific location (e.g., only by email, not by phone).

Right to a Paper Copy

You have the right to receive a paper copy of this Notice at any time, even if you have agreed to receive it electronically.

New Jersey residents have additional rights under the New Jersey Health Care Information and Privacy Act. **Pennsylvania residents** have additional rights under the Pennsylvania Confidentiality of HIV-Related Information Act and other state statutes. Contact us for more information about state-specific rights that may apply to you.

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Our Duties

The Village is required by law to:

- Maintain the privacy of your protected health information
- Provide you with this Notice of our privacy practices
- Notify you in the event of a breach of your unsecured PHI
- Follow the terms of the Notice currently in effect
- Not retaliate against you for exercising your privacy rights

We take our obligations seriously. All staff members complete HIPAA training and are required to comply with our privacy and security policies as a condition of employment.

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Telehealth & Technology

The Village offers services via telehealth in addition to in-person visits. When you participate in a telehealth session, the same privacy protections described in this Notice apply to information shared during that session.

We use HIPAA-compliant platforms for telehealth services and patient communication. You should be aware of the following:

- Telehealth sessions should be conducted in a private location where others cannot overhear your conversation
- Information submitted through our patient portal (IntakeQ) is encrypted and stored securely
- We do not record telehealth sessions without your prior written consent
- Email and standard text messaging are not fully secure; we encourage you to use our patient portal for sensitive communications

Telehealth availability: We provide telehealth services to patients located in New Jersey and Pennsylvania. If you relocate to a different state, please notify us, as telehealth availability may be affected by state licensing requirements.

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Minors & Guardians

Because our services frequently involve the care of infants and the support of new mothers, we recognize that health information may relate to both a parent or guardian and their child. In general:

- A parent or legal guardian has the right to access the health information of their minor child
- Where a minor has the legal right under New Jersey or Pennsylvania law to consent to their own care, that minor may have independent privacy rights with respect to that care
- We will follow applicable state law in all situations involving minors

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How to File a Complaint

If you believe your privacy rights have been violated, you have the right to file a complaint with us or with the U.S. Department of Health and Human Services (HHS) Office for Civil Rights. **You will not be retaliated against for filing a complaint.**

File a complaint with us

Contact our Privacy Officer directly. We take all complaints seriously and will respond promptly.

File a complaint with HHS

You may file a complaint with the HHS Office for Civil Rights online at <https://ocr.complaints>, by mail, or by phone at 1-800-368-1019.

New Jersey patients

You may also file a complaint with the New Jersey Division of Consumer Affairs or the New Jersey Department of Health.

Pennsylvania patients

You may also file a complaint with the Pennsylvania Department of Health at 1-877-PA-HEALTH.

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Contact Us

For questions about this Notice, to exercise your rights, or to file a complaint, please contact our Privacy Officer:

Privacy Officer

The Village-South Jersey Breastfeeding and Wellness, LLC

We are committed to responding to all privacy-related inquiries within 5 business days.

PRACTICE The Village-South Jersey Breastfeeding and Wellness, LLC

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